



DOD EMALL

Overview

For the Parts Management
7-24-07



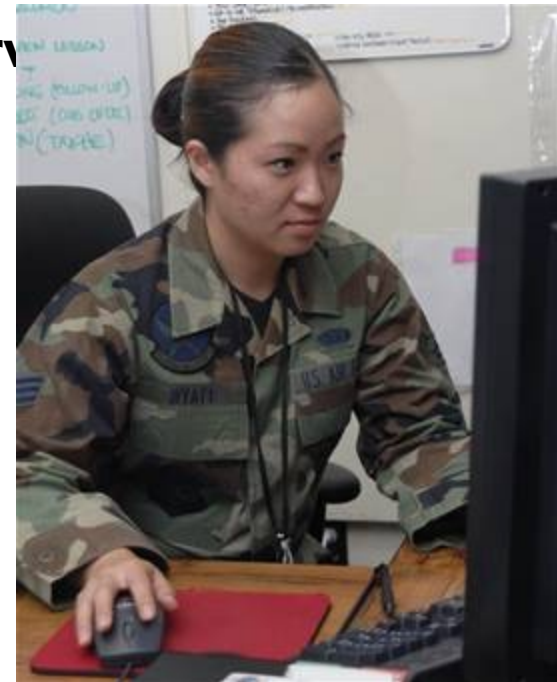
DOD EMALL Mission

- The DOD EMALL is a full service eCommerce site which strives to be the single entry point for purchasers to find and acquire off-the-shelf, finished goods and services from the commercial marketplace and government sources.
- The DOD EMALL provides a collaborative commerce tool to order facility services on 110 bases world-wide.
- The DOD EMALL is fully integrated in the DLA Business Systems Modernization System, providing order status and Supportability Analysis on all orders placed with the DLA.



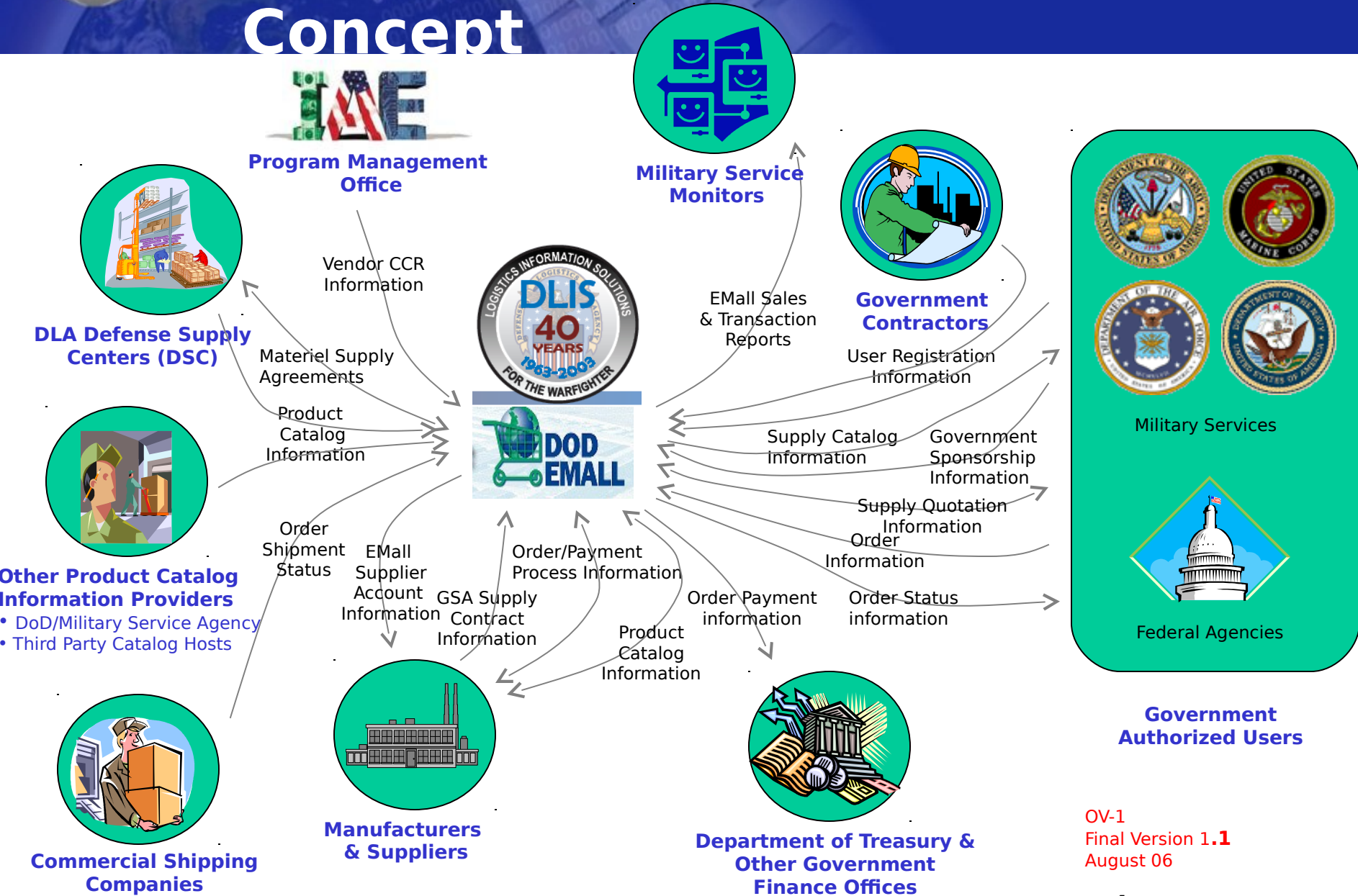
DOD EMALL Features

- **Provides the most robust internet ordering solution offered to the Federal Government today.**
- **The DOD EMALL solution set includes:**
 - **Broadest possible range of supplies and services from DLA and GSA sources**
 - **Supports Contract from all Services**
 - **Advanced search capabilities**
 - **Specialty Stores**
 - **Detailed item descriptions**
 - **Payment/Shipping Options**
 - **Order Management**
 - **Collaborative Commerce**
 - **DLA Order status tracking**
 - **Supportability Analysis**
 - **Service Policy Edits**
 - **24/7 Help Desk 1-877-DLA-CALL**





High Level Operational Concept



OV-1
Final Version 1.1
August 06



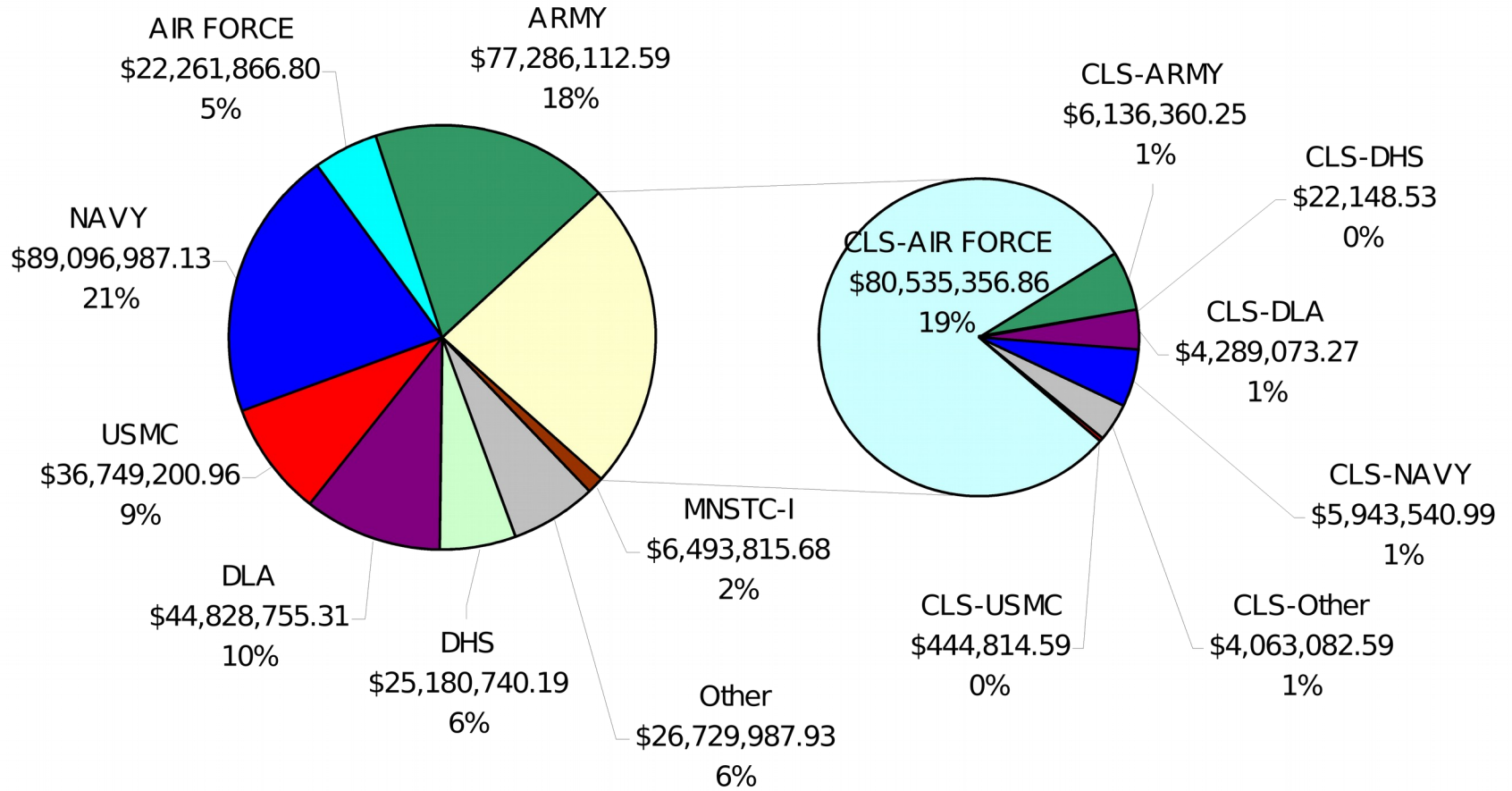
Customers

- **Users Activities**
 - **102 Agencies including DOD (Regular Service, Guard, Reserves, ROTC), DHS, other Civil Agencies**
 - **43,413 (5/1/07) active users**
 - **20,624 Orderers**
- **User Locations**
 - **5,800+ unique Zip Codes**
 - **110 Bases World-wide for NAVFAC Services**
- **Target User Base**
 - **DOD Users requiring Government Wide Contracts**
 - **Non-traditional DOD Customers**
 - **Government Contractors ordering for PBL/CLS contracts**
 - **Department of Home Land Security Agencies**
 - **Other Government Agencies**
 - **State Governments for 1122 program**



Sales by Agency - through Jun07 - \$444M

FY07 Sales Breakout including CLS





DOD EMALL Stats

- Over 1450 vendor catalogs
- Over 31 million individual items
 - 4.5 M NSNS
 - 26 M Commercial Part Numbers
- Many, many duplicate and like items for sale from competing vendors
- How can we help our buyers find the items that they want?





Data Standardization First Steps

- Obtain better item descriptions from vendors
- Mechanically analyze EVERY catalog item from EVERY vendor
- Categorize each catalog item
 - so that pens are pens, not folders
- Extract definitive attributes for each item
 - all like items are displayed
- Improve Search Engine capabilities
 - Search by categories
 - Search by attributes





Future Processes - Step 1

- DOD EMALL Analyzes Each Catalog
 - Standardized Item Names Derived
 - Attributes/Characteristics Extracted from Descriptions
 - FCS (Federal Cataloging System) and eOTD Format (ECCMA Open Technical Dictionary)
 - Data Becomes Part of DOD EMALL
 - Customer Ability to Search by Commodity and Characteristics
 - Names, Attributes, Search needs to be integrated
 - Master Data File to be integrated as part of DOD EMALL production process





Future Processes - Step 2

- DOD EMALL Returns Catalog to Vendor
 - Requests Review for Accuracy
 - Suggests Future Catalog Submissions in eOTD Format
- Vendor Analyzes Classification and Attributes
 - Provides Corrections
 - Returns Catalog to DOD EMALL
- DOD EMALL Reviews and Reloads Catalog with Improved data





Master Data File (MDF) Work Done to Date

- Setup an inline MDF generation process that:
 - gets catalog data from the commercial vendor
 - validates data quality (checks that manufacturer name is indeed a manufacturer name and not a product description, etc)
 - classifies, extracts attributes (including Environmental Attributes)
 - assigns to MDF Group that is a group of items with the same standard manufacturer name and part number
 - identifies part number to NSNs matches
 - produces an output for search engine use



Developing interest in MDF

Combined with NSN data - MDF is one of the largest part knowledge bases in the world > 38M items and growing

- **DOD EMALL:**
 - Shopping cart optimization (Potential savings of >10%)
 - Search Engine - More defined product comparisons
- **DLA HQ / DSPO / LMI - DSCR:**
 - MDF for price reasonableness
 - GIDEP - matching cancelled parts to DOD EMALL
 - Procurement Automated Contract Evaluation (PACE)
 - Backorder reduction
 - Strategic Sourcing
- **Implementation as a production process is delayed pending funding.**



Conclusion

Opportunities:

DOD EMALL has great potential as a support vehicle for the Parts Community

- Commercial equivalents to NSNs
- Support specific contracts for Part Community
- Support collaborative commerce for unpriced items

Challenges:

DOD EMALL standardization work currently on hold due to funding constraints.